



Federal tax I.D. #38-6092486

## Sponsor Sign Program

Dear Small Business Owners:

The Greater Lansing Amateur Hockey Association (GLAHA) is proud to partner with Suburban Ice East Lansing to offer your company affordable, highly visible advertising, plus a tax deduction for part of your advertising fees. GLAHA is a non-profit organization that provides a venue for youth 4-18 to play ice hockey. Suburban Ice East Lansing has over one million visitors per year in their facility located in East Lansing on Hannah Boulevard behind the MAC. Suburban hosts GLAHA's youth hockey teams, as well as adult hockey teams, figure skating and The CAAC Varsity Hockey League. Last January 27<sup>th</sup> The CAAC Varsity Hockey League hosted a Varsity Hockey Showcase that pulled in over 2,000 fans and spectators in that one day. Suburban's "Meridian" skates draw hundreds of people from the local area several times a year and the MHSAA pre-Regional games draw thousands over the week that they are played at the end of February/first of March.

Besides giving your business more visibility and potential new customers, a part of your advertising cost will be credited to the family that sells the package to you to reduce their ice fees for the year. The remainder of the advertising fee, after expenses, will go to GLAHA's general fund and scholarship program to be used to further reduce our skaters' ice fees and make the wonderful sport of ice hockey more affordable to them.

Following is the Sponsor Sign Program being offered at this time. Payment is due payable to GLAHA at the time that the order form is completed. The family selling you the program can collect the check or money order or charge form and forward to GLAHA for processing, or if you prefer, you can forward the order to GLAHA with payment yourself. GLAHA will order the sign, credit the family, pay the printer and get the sign to Suburban to hang for the duration of the contract. You will receive the tax deduction notification in January for the previous calendar year's tax return.

<b>Business Ad Levels/Cost</b>	<b>Size of Sign</b>	<b>Business Tax Deduction Amount</b>
Platinum	24" x 48"	
2 years	\$800	\$755
3 years	\$950	\$905
Silver	24" x 36"	
1 year	\$400	\$365
2 years	\$700	\$665
3 years	\$850	\$815
Bronze	18" x 24"	
1 year	\$350	\$325
2 years	\$600	\$575

Highly visible advertising for your company, plus a tax deduction and the opportunity to help a youth hockey player stay on the ice playing the sport that he or she loves - Priceless!

Questions can be directed to Shirley Decker Prescott at [prescott@acd.net](mailto:prescott@acd.net) or call at 517-371-1285.

Thank you in advance for your consideration.